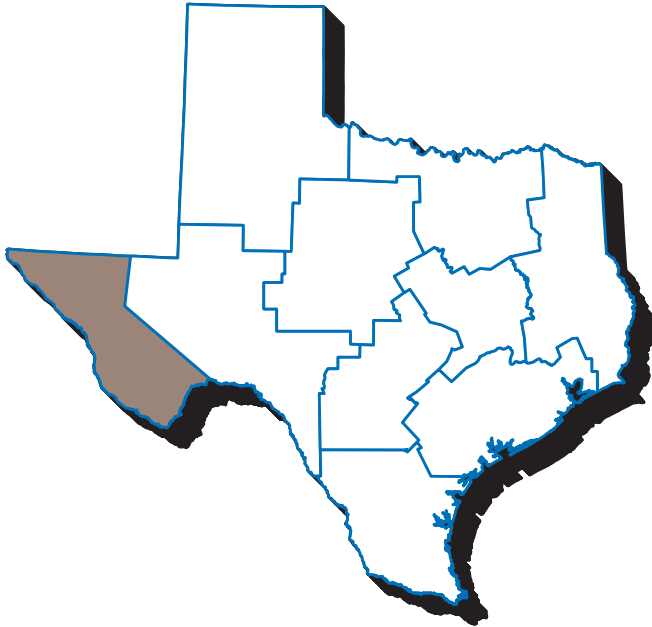


Texas

MOUNTAIN TRAIL REGION

Economic Impact



The six-county Texas Mountain Trail Region features rich heritage, diverse culture, and unforgettable history, including one Texas Historical Commission state historic site. Travel and tourism are vital to the Texas economy, and the Mountain Trail Region is no exception. In 2019, direct travel spending in the Mountain Trail Region accounted for roughly \$2 billion of the overall \$82.9 billion spent by visitors to the state.

Visiting historic sites, communities, and museums is a significant component of the state's and region's travel industry. A 2015 study by The University of Texas at Austin and Rutgers University determined that more than 10.5 percent of all travel in Texas is heritage-related.

Travel Matters



\$2,122,042,003
direct travel spending in 2019



\$181,715,754
state and local taxes generated from travel spending

Travel Means Jobs



17,194
jobs directly supported by tourism spending within the region



\$565,924,393
travel-generated earnings

Source: Dean Runyan and Associates, Travel Texas, August 2020

For more information, contact the Mountain Trail Region at texasmountaintrail@gmail.com.
or the Heritage Tourism Program at the Texas Historical Commission at THCheritagetourism@thc.texas.gov.

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REAL PLACES TELLING REAL STORIES

